

NO 39-
JULY

Lovelorn

10¢

YOU'VE WON---MADE ME
ADMIT THAT I LOVE YOU! WHAT
MORE DO YOU WANT---TO
TAUNT---TO GLOAT?

THE WORLD
THOUGHT RITA DUNLOP
COLD, RUTHLESS---A STONY-
HEARTED PRISIDIARE WITH
AN ADDING-MACHINE FOR A
HEART! READ HOW SHE SUR-
PRISED EVEN HERSELF IN THE
MOST FASCINATING LOVE
STORY OF THE YEAR---
"MY BEAUTIFUL
BOSS!"



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ORDER TODAY—MAIL COUPON NOW!

MAIL THIS COUPON

My BEAUTIFUL BOSS

NEVER A DAY'S WORK---AND MAGICAL ROMANCE WHEREVER I TURNED! THAT WAS MY LIFE UNTIL FATE IMPRISONED ME---AND CHOSE A WARDEN WITH A HEART OF ICE! THAT WAS RITA DUNLOP ---MY BEAUTIFUL BOSS---WHOSE COLD LOVELINESS FROZE LOVE OUT!



DAD WAS PRESIDENT OF THE KING DEPARTMENT STORE---AND PROUD OF HIS ONLY SON...

JIM'S A CHIP OFF THE OLD BLOCK! INSTEAD OF A JOB AT THE STORE WHEN HE FINISHED COLLEGE, HE TALKED ME INTO SENDING HIM TO FRANCE --- TO STUDY THE LATEST MERCHANDISING TECHNIQUES! AND TO THINK THAT PEOPLE USED TO CALL HIM A PLAYBOY!



ER---MAYBE THIS ISN'T THE TIME TO TELL YOU CYRUS, A FRIEND IN PARIS SENT THIS CLIPPING TO ME---AND IT---SORT OF CONCERNED JIM...

WHAT THE DEVIL ARE YOU TALKING ABOUT? HERE --- GIVE ME THAT!



IT'S PAPA WHO PAYS!

MILLIONAIRE JIM KING STUDYING "DEPARTMENT STORE BUSINESS" WITH DENISE ROGET, QUEEN OF THE FOLIES BERGERE!

EXTRA

THAT SETTLES IT!
HELL COME HOME AT ONCE, AND THIS TIME THERE'LL BE **NO NONSENSE**! HE'S GOING TO **WORK**... HERE IN THE STORE... AND LEARN THIS BUSINESS THE **HARD** WAY, FROM THE GROUND UP!

IT WON'T BE THAT EASY, CYRUS! IF THE STAFF KNOWS WHO HE IS, HE'LL HAVE THE RUN OF THE PLACE! AND EVEN IF HE COMES IN UNDER ANOTHER NAME, THAT IRON WILL OF HIS WILL PREVENT HIM FROM LEARNING A THING!

HMM... YOU'RE RIGHT! LET'S SEE... ISN'T THERE **ANYONE** WE COULD ASSIGN HIM TO WORK UNDER THAT'S **TOUGH** ENOUGH TO BEAT HIM AT HIS OWN GAME?

SEE HERE, MR. KING... THE ADVERTISING DEPARTMENT REFUSES TO COOPERATE WITH ME! I'VE MADE A CAREER OUT OF DISPLAY AND I KNOW WHAT SELLS... EITHER THEY COME AROUND TO MY WAY OF THINKING... OR ELSE!

I GUESS THEY WERE JUST TRYING TO SEE IF THEY COULD HAVE **THEIR** WAY FOR A CHANGE! BUT AS USUAL... YOU WIN!

NOW, THERE'S A DEPARTMENT HEAD WHO'S COLD, RUTHLESS... BUT FAIR! HER CAREER MEANS EVERYTHING TO HER, AND THEY SAY SHE **HATES** MEN! I CAN GUARANTEE THAT **SH'E**LL KEEP JIM IN LINE!

HENRY... IT'S AN INSPIRATION! MISS DUNLOP IS JIM'S NEW BOSS!

DAD'S CABLE WAS LIKE A BOMBSHELL TO ME! I SHOT HOME FAST... AND HEARD THE RIOT ACT!

YOU'RE THROUGH FOOLING AROUND, JIM... EITHER GO TO WORK IN THE STORE AND KNUCKLE DOWN OR YOU WON'T GET A CENT! I'LL DO IT... BUT I WON'T LIKE IT!



AND SO, AS JIM "CARTER", I WAS ASSIGNED TO THE DISPLAY DEPARTMENT! ONE LOOK AT MY NEW BOSS... AND INSTANTLY, I FELT BETTER!

WOW... I DIDN'T KNOW WOMEN EXECUTIVES CAME THIS GORGEOUS! VESSIR... BETWEEN US, THIS'LL BE A DEPARTMENT!

REALLY! SEE HERE, MR. CARTER... I DON'T KNOW WHY A RANK BEGINNER HAS BEEN FOISTED OFF ON ME. BUT LET'S GET THINGS STRAIGHT! I'M BOSS AROUND HERE--AND

YOU'D BETTER LEARN THAT QUICK!

FURTHERMORE, SPARE ME YOUR WITCISM'S! IF YOU'RE TO HOLD THIS JOB YOU'LL HAVE TO WORK... AND I'M JUST THE PERSON TO SEE THAT YOU DO!

UH-UH... A REGULAR SIMON LEGREE! I'D LIKE TO TAKE SOME OF THE STARCH OUT OF HER--BUT I DON'T DARE, BECAUSE DAD'S IN NO MOOD FOR TROUBLE! I'LL JUST HAVE TO TAKE IT FOR A WHILE--BUT BROTHER, IS SHE IN FOR A COME-UPPANCE!



ES TOOK IT ALL RIGHT--FOR THE NEXT FEW MONTHS--RIGHT BETWEEN THE EYES! RITA DUNLOP WAS A NEW EXPERIENCE--A BEAUTIFUL WOMAN DEVOID OF HUMAN FEELING--A STONY-HEARTED TYRANT WITH A TONGUE THAT DRIPPED PURE ACID...

CLEAN UP THAT WORK BEFORE LEAVING, MR. CARTER--AND BE HERE AN HOUR EARLY IN THE MORNING!

YES, MISS DUNLOP!

FOR HEAVEN'S SAKE CAN'T YOU BE MORE CAREFUL? YOU'RE AS CLUMSY AS AN OK!

SORRY, MISS DUNLOP!

NO... NO... NO! HOW MANY TIMES DO I HAVE TO TELL YOU? YOU'RE POSITIVELY STUPID!

ONE MORE WORD OUT OF HER--JUST ONE--



MY RESENTMENT MOUNTED TO FEVER PITCH! BEFORE LONG SHE OCCUPIED MY THOUGHTS NIGHT AND DAY...

AN ICICLE! BUT STILL--A CHALLENGE! THERE'S GOT TO BE A FEMALE UNDERNEATH THAT FROST--BUT HOW ON EARTH DO I GET TO IT? WAIT--WHY NOT PUT THIS THING ON A PERSONAL BASIS? SHE'LL NEVER LOSEN UP AT WORK, BUT MAYBE...

PUT MY BRAINSTORM INTO OPERATION...

MISS DUNLOP, I'VE--ER-- GOT A COUPLE TICKETS TO THE NEW ICE SHOW, AND I WAS WONDERING IF WE COULDN'T SORT OF MAKE A NIGHT OF IT! HOW'S ABOUT IT--

RITA?

I'D THOUGHT HER PRETTY BAD BEFORE--BUT NOW SHE WAS LIKE AN UNCAPPED VOLCANO!

WHATEVER GAVE YOU THE IDEA THAT I WOULD WASTE AN EVENING WITH YOU? GET THIS THROUGH YOUR THICK HEAD--AS FAR AS I'M CONCERNED, YOU'RE JUST A PIECE OF OFFICE FURNITURE!



WHAT DID IT... I WAS AT THE END OF MY ROPE! I HATED HER... AND SUDDENLY I WAS DETERMINED TO CRACK THAT VENEER ANY WAY I COULD! SHEER, CALCULATED SADISM DROVE ME ON...

MISS DUNLOP... SHUT UP!

WHAT ON EARTH... LET GO OF ME... LET GO!

YOU... YOU BRUTE! I'LL HAVE YOU MMFFF!

BRUTALLY I CRUSHED MY LIPS DOWN ON HERS! SHE FIGHTED LIKE A DEMON... BUT SUDDENLY WITHOUT WARNING HER STRUGGLES WANED! SHE WAS RESPONDING... WITH A FIRE I HADN'T THOUGHT POSSIBLE!



BUT THEN - BREAKING ANGRILY FROM MY GRASP...

YOU... YOU... OH THERE AREN'T WORDS VILE ENOUGH FOR YOU, YOU DID THIS TO SHOW ME UP TO MAKE A FOOL OUT OF ME TO REPAY ME FOR THE WAY I'VE TREATED YOU! ALL RIGHT, I LOST MY HEAD FOR A MOMENT... BUT WHAT GIRL WOULD BE FOOL ENOUGH TO TAKE YOU SERIOUSLY - AN EMPTY-HEADED LADY KILLER WHO DOESN'T EVEN KNOW WHAT TRUE LOVE MEANS!



WHAT ABOUT YOU? YOU DARE SPEAK OF LOVE... YOU? FOR A MOMENT I THOUGHT MAYBE YOU WERE A WOMAN... BUT I WAS WRONG! YOU'RE A PERFECTLY-FUNCTIONING FRIGIDAIRE WITH A STOPWATCH FOR A HEART! - MAYBE YOU THINK YOU'RE GOING TO FIRE ME BUT THERE'S SOMETHING YOU OUGHT TO KNOW FIRST...



I KNOW YOU'RE MR. HIGH-AND-MIGHTY JIM KING! YOUR FATHER THOUGHT I MIGHT HAVE TROUBLE WITH YOU, SO HE TOLD ME THE WHOLE THING RIGHT AT THE START - KNOWING THAT I WOULD NEVER KOWTOW TO YOU ANYWAY! NO, I CAN'T FIRE YOU... BUT YOU CAN'T FIRE ME EITHER! AND IF YOU THINK ANYTHING YOU DO WILL MAKE ME QUIT THE JOB I'VE MADE MY CAREER...

YOU'VE GOT ANOTHER THING COMING! TRY IT, DO YOUR WORST... I DARE YOU!



ENRAGED BEYOND ENDURANCE, I WAS NOW MORE THAN EVER DETERMINED TO GET EVEN! IN A BLIND FURY I STAMPED BACK TO MY HOME TO BE GREETED BY...

THIS PERSON FORCED HER WAY IN AND INSISTED ON WAITING!



AFTER THAT ICEBERG OF A RITA, THIS TEMPESTUOUS VOLCANO WAS A WELCOME CONTRAST! NOW MY COURSE WAS CLEAR - TO PAY RITA BACK, MAKE HER SQUEAM BY SHOWING HER WHAT A REAL WOMAN WAS LIKE! IN FACT I WOULD RAM DENISE DOWN HER THROAT...



EARLY PLAN WAS QUICKLY FORMED! I WOULD TAKE THE ATTACK--AND DENISE WOULD BE THE AMMUNITION! DAY AFTER DAY, ACCORDING TO PLAN, I HAD HER COME TO THE OFFICE, WHERE BEFORE RITA'S STONY EYES...



BUT AFTER A WEEK OF FRUITLESS EFFORT...

I'M GETTING NOWHERE FAST! RITA ACTS AS IF DENISE AND I WEREN'T ALIVE! THERE MUST BE SOMETHING I CAN DO TO BRING HER TO HER KNEES, INSTEAD OF STALLING AROUND LIKE A DUMMY! WAIT A MINUTE--HOLD EVERYTHING! DUMMY--THAT'S IT!

IT WAS A BRILLIANT IDEA--AND NATURALLY, RITA DIDN'T LIKE IT WHEN I BROACHED IT TO HER...

YEP--BUT REMEMBER THAT I'M THE OWNER'S SON! I'M GOING TO ADVERTISE THIS DISPLAY IN ALL THE PAPERS FOR MONDAY NOON--AND UNTIL THEN ITS CONTENTS WILL BE A SECRET THAT ONLY I KNOW!

BUILT UP CONSIDERABLE EXCITEMENT IN THE PAPERS ABOUT THE SECRET DISPLAY, AND WHEN THE UNVEILING CAME, THERE WAS QUITE A CROWD--BUZZING WITH ANTICIPATION...

WONDER WHAT'S SO SPECIAL ABOUT THIS DISPLAY?

WELL, WHEN ARE WE GONNA HAVE A LOOK?

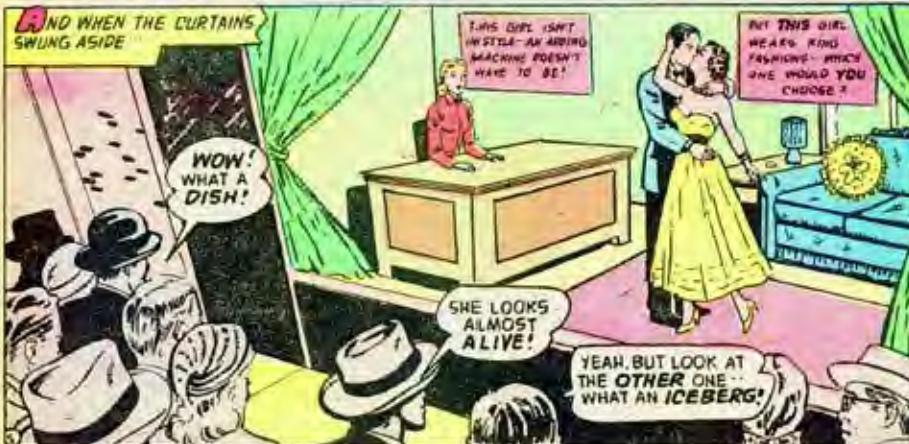


AND WHEN THE CURTAINS SWUNG ASIDE...

WOW! WHAT A DISH!

SHE LOOKS ALMOST ALIVE!

YEAH, BUT LOOK AT THE OTHER ONE... WHAT AN ICEBERG!



THIS WAS MY INSPIRATIONAL IDEA! SINCE MY CAMPAIGN USING DENISE HADN'T WORKED WITH RITA IN PRIVATE -- I HAD RESOLVED TO EXPOSE RITA TO PUBLIC RIDICULE, HOPING THIS TO REALLY GET UNDER HER SKIN! AND DID IT WORK!



SO EXPECTED AND HOPE FOR REACTION -- BUT NOTHING LIKE THIS RAW, UNLEASHED EMOTION! COULD IT BE THAT THERE HAD BEEN A REAL WOMAN LURKING BEHIND THAT FROSTY EXTERIOR, AFTER ALL? AS I PURSUED HER TO HER OFFICE...



DESPERATELY, I THREW MYSELF INTO THE SOCIAL WHIRL, HOPEFUL TO FORGET THE SOUND OF HER ACCUSING VOICE... TO BLOT OUT THE HEARTACHE IT CAUSED...



I KNEW WHAT THE TROUBLE WAS--FOR WAS IT NOT IN MY DREAMS--HAUNTING ME?



IT HAD BEEN YEARS SINCE I'D TAKEN DAD INTO MY CONFIDENCE--BUT NOW, THERE WAS NOBODY ELSE I COULD TURN TO!



SO THE TRUTH WAS FINALLY OUT! YES, I WAS IN LOVE--HAD BEEN EVER SINCE FIRST I FELT HER KISS--WITH A GIRL WHO WOULDN'T EVEN TALK TO ME NOW! SEVERAL DAYS LATER--IN DAD'S OFFICE--

I DON'T FORGIVE HIM, MR. KING! BUT SINCE YOU SAY THAT MY JOB DEPENDS ON IT--

OKAY, SO YOU HATE HIM--AND MAYBE YOU'RE RIGHT! BUT YOU'RE TROUBLING HIS CONSCIENCE SO MUCH HE'S TAKEN TO MOONING AROUND THE HOUSE LIKE A RECLUSE! ALL I WANT YOU TO DO IS TO GO OUT THERE, TELL HIM THAT YOU FORGIVE HIM--AND GOODBYE!





HOW TO MAKE A MAN MISERABLE!



GEORGE HAS COME A-COURTIN' BETSY...
AND IS SHE THRILLED!

"I'LL LET YOU IN ON A SECRET! BETSY HAS
LONGED FOR THIS MOMENT..."

I'VE BEEN WANTING TO
DATE YOU EVER SINCE
WE MET!

OH, GEORGE,
HAVE YOU...
REALLY?



I HAD A FEELING
THAT WE'D GET
ALONG...

OH, WAIT
A MINUTE,
GEORGE!

THIS IS IF YOU DIDN'T KNOW! SHE'S
TRYING TO IMPRESS GEORGE WITH
HER NEATNESS!

BUT THEN A RUMPLED CUSHION
CATCHES BETSY'S EYE...



I'LL BE BACK AS SOON AS I'VE
EMPTIED THIS ASHTRAY! THEN
WE CAN TALK!

GO RIGHT ON WITH
WHAT YOU WERE
SAYING, GEORGE!

WELL--IT
WASN'T VERY
INTERESTING



"TSK! TSK! FINGERPRINTS ON THE FURNITURE!
WHAT WILL GEORGE THINK OF HER?

AS I WAS SAYING--OH,
NEVER MIND! IT'S
GETTING LATE
--I'D BETTER
RUN ALONG!

OH!
MUST
YOU?

SUCH A SHORT VISIT!
SHE'S MORE INTERESTED
IN THAT DARNED
HOUSE THAN SHE IS
IN ME! WHAT A FUSS-
BUDGET!



THE MORAL? BE PRETTY, BE DAINTY, BE SWEET!
BUT DON'T BE OVERHEAT!

Mistaken LOVE

THIS WAS CLAIRE'S moment, the great moment she'd been dreaming of! Though he was right at her side, carrying her smartly matched luggage, Van seemed to be speaking to her, pleading with her, from a great distance.

"Darling, don't go away, please! It will be unbearable without you. Why won't you simply admit that you love me, say you'll marry me and stay put... with me?"

"I'm not going away forever," Claire's smile was absent. "Only for two weeks, Van!"

"That's what you say." His reproachful voice emphasized the last word only slightly, but she knew what Van was thinking, for she was thinking the very same. Even as the train carried her back to her home town, back to Guard City which she had left over a year ago, she thought...and hoped...

"Maybe I won't be coming back...at all...ever!" For Carl was there and she would be seeing him again, feeling the same quick response to his eyes, his voice, the very sight of him! Hoping he would just look at her, speak a few words to her! "And this time he will," Claire's heart told her. "because I'm not the same! I've changed...for him!"

It was quite true. Back in Guard City, Claire had been a nobody, a slim, pretty girl from a decent enough family, a bright, gay, smiling girl, but hardly in Carl's class! For Carl came of top-bracket family, where it was not so much money that counted but background.

To Claire, Carl had seemed so far away, moving with poised ease through a round of enviable social affairs, upper class business matters, moving in a circle of assured people who seemed to look right through her, or perhaps not even to see her!

"But he'll see me now!" Yes, he would see Claire, a new, smart girl, her prettiness groomed into beauty, the experience of a good job in smart city clothes giving her former gaiety sparkle and glamour! "Yes, Carl will see me...at last!" she breathed hopefully. And if he did see her, then farewell to the job and the city and Van! All very nice, of course, even nicer than nice...but hardly her lifelong dream!

Guard City hadn't changed very much. Mother and dad looked marvelous, were as thrilled to see her as she to see them! Some of the girls had married, but not many. And, of course, there had to be a party for Claire to welcome her return!

The big city dress, simple and clinging. The makeup, expertly applied. The sparkle of assurance and anticipation in her eyes. And then, the party! Eagerly, Claire's eyes sought him out...and found him!

"Hello, Carl!" Was her voice as shaky as her knees?

"Why, hello!" Carl revealed plainly his amazement at the sight of her. He was impressed and no mistake! From the very start of the evening, he stayed at her side, fascinated by her.

But something seemed to have happened to the old dream. Did Carl talk about nothing but his family? "When dad first came east" and "did you see the column about mother in the Courier?" Didn't he have any ideas of his own? Funny...how the excitement of him wore off so quickly, leaving so little regret. Funny...how her heart quickened at the sudden thought of the city and Van!

Funny...how mistaken she could have been...how happily mistaken!

Be frank, now--what do you think of a girl who values money more than love--who says, "I never had romance--so I won't miss it!" But before you decide, better read **MY** story! Read how I was blinded by a dollar-sign--and almost became...

Short-Changed by Romance

I'LL PLAY IT **SMART**--
I'LL TAKE MONEY NOW--
LOVE WILL COME LATER!



JAY TO SEE IT MY WAY! TO BEGIN WITH, I WORKED IN A REAL ESTATE OFFICE--WITH WEALTH AND WEALTHY MEN ALL AROUND ME...



FAIRLY THEN ON, I SPENT MOST OF MY SMALL EARNINGS ON CLOTHES AND BEAUTY PARLORS.

OH-- MA'MSELLE LOOKS LIKE A-- COUNTESS!



DINED AT THE BEST RESTAURANTS...



APPEARED IN THE "BEST" PLACES--

WHO IS THAT STUNNING GIRL?
AND WHAT'S SHE DOING-- ALONE?



UNTIL ONE DAY, MY EXPENSIVE CAMPAIGN PAID OFF!

EXCUSE ME--
I'VE BEEN TRYING TO GET UP ENOUGH COURAGE TO MEET YOU--
AND--

LOOKS LIKE YOU'VE SUCCEEDED,
DIDN'T IT?

DAN BERRY
WAS NICE--
HOMELY
-- AND
WEALTHY!
WHAT MORE
COULD A
GIRL ASK?
SOON, I
FOUND
MYSELF
LIKING
HIM--
A LOT!



HOW DOES IT FEEL
TO STRIKE
OIL,
DAN?

EXCITING, AT FIRST--
BUT WITH SIXTEEN
PRODUCING WELLS,
IT GETS
MONOTONOUS!



LATER, AS WE STOOD ON THE MOONLIT TERRACE, MY TREMBLING HEART MADE ME HATE MYSELF-- FOR WHAT I WAS DOING!

DORA, MY DEAR--
IT'S SO WONDERFUL
TO FIND A GIRL
WHO ISN'T A
GOLD DIGGER--
WHO ISN'T AFTER
MY MONEY
ALONE!

OH, DAN--
HOW CAN I
TELL YOU THE
TRUTH-- THAT
I AM A--
GOLD DIGGER!

THEN CAME THAT MOMENT OF COMPLETE
BLISS, HOMeward-BOUND IN HIS LIMOUSINE!
BELIEVE ME, I FORGOT ALL ABOUT HIS MONEY
-- LIVED ONLY FOR THE ECSTASY OF HIS LOVE!

MY DARLING--
DAN, SWEETHEART, I'M NOT
A GOLD DIGGER ANY MORE!
IT'S YOU I LOVE-- NOT
YOUR WEALTH!



WHEN THAT GLORIOUS EVENING ENDED--I PROMISED DAN ANOTHER DATE-- AND RETURNED TO MY DISMAL WORLD OF DECEPTION AND LIES!

YOU LIVE AT THE CARLTON ARMS?--THAT'S THE MOST EXPENSIVE PLACE IN TOWN!

ER--VEG, DAN-- I'LL BE WAITING RIGHT HERE FOR YOU--NEXT WEEK!

FEELING LIKE A FOOL, I HURRIED INTO THE CARLTON ARMS--JUST IN CASE DAN WAS WATCHING...



I FELL--RIGHT INTO A PAIR OF POWERFUL ARMS THAT WENT WITH THE STEELY GREY EYES SO CLOSE TO MINE--

I'M-- SORRY...

I'M NOT-- AND CALL ME "CAL"!

HE WAS STRANGELY INTRIGUING, BUT NOTICING HIS CARELESS APPEARANCE, I REMEMBERED! I WAS LOOKING FOR A RICH HUSBAND-- AND I'VE FOUND ONE!

HMM-- DORA DENHAM-- AND SHE LIVES IN THAT OLD BUILDING NEXT DOOR!



NOT UNTIL LATER DID I DISCOVER HOW EASILY CAL HAD SEEN THROUGH MY TRICKERY...

I'LL BET SHE WAS TRYING TO HOOK THAT GUY-- MAKE HIM THINK SHE HAS MONEY! OH, WELL-- NONE OF MY BUSINESS!

NEXT DAY, HE RETURNED THE ENVELOPE! AGAIN, WHY DID HE MAKE MY SKIN Tingle SO?-- IT WAS DAN I LOVED!

BY THE WAY, IT'S TIME FOR DINNER-- AND I KNOW AN INEXPENSIVE PLACE CLOSE BY...

WELL, ALL RIGHT!

WHY CAN'T I SAY NO?



I COULDN'T DOWN MY CURIOSITY
ABOUT THIS FASCINATING
STRANGER-- SO...

YOU-- DON'T
LIVE AT
THE CARLTON
ARMS, DO
YOU?

WELL, YOU
MIGHT SAY
I-- UH-- SORT
OF WORK
THERE!

I THOUGHT-- "THE JANITOR!"-- BUT
WHEN HE ASKED ME TO GO TO A
PENNY ARCADE, I DID-- AND
HATED MYSELF FOR ENJOYING IT!



MAYBE IT WAS THE ALTITUDE--
BUT WHEN I KISSED ME,
LATER-- MY HEAD FELT
LIGHT, MY KNEES WEAK!

YOU SEE-- YOU DON'T
NEED MONEY TO HAVE
FUN-- OR-- FALL
IN LOVE!

I TORE MYSELF FROM HIS ARMS! I HAD TO--
QUICKLY!

DON'T TALK LIKE THAT!
I-- I AM IN LOVE-- WITH
SOMEONE ELSE!



BUT
WHEN
YOU LIVE
NEXT
DOOR TO
A PERSON,
YOU DO
SEE HIM,
AND YOU
TRY NOT TO
NOTICE
THE HURT
LOOK
IN HIS
EYES!

DORA--
I--

HELLO, CAL--
LOVELY DAY,
ISN'T IT?

Carlton Arms



Then
CAME THE
NIGHT OF
MY DATE
WITH DAN!
WHEN HE
RODE UP
IN HIS
SWELL
CAR, I
WASN'T
THE
ONLY ONE
WAITING
FOR HIM!



WHO
ARE
YOU?
ON YOUR WAY!
AND DON'T BOTHER
DORA AGAIN!

OH!



WHEN THE FIRST SHOCK WORE OFF, I RECOVERED MY VOICE--BUT LOUD!

H-HOW DARE YOU MIND YOUR OWN BUSINESS--OR--

BUT, DORA--THIS CREEP'S A PHONEY! AND IF YOU DON'T BELIEVE ME--LISTEN!

THEN, AS I FUMED IN ANGER AND MORTIFICATION--CAL TOLD DAN EVERYTHING!

--AND SHE'S JUST A WORKING GIRL WHO LIVES NEXT DOOR--NOT IN THE CARLTON ARMS!

WHY--YOU CHEAP LITTLE GOLD DIGGER!



Then, through the remnants of my shattered dream--I heard the voice of Dan's chauffeur...

NOW WHO'S GONNA PAY ME? THIS GUY HIRED THE CAR FOR THE EVENING!

Y-YOU MEAN HE DOESN'T OWN IT?

NAH! HE RENTS IT PRETTY OFTEN--TRYIN' TO MAKE AN IMPRESSION ON IRISH GALS--THEN TAKIN' THEIR DOUGH! A GIGOLO!

I TRIED TO TELL YOU! EVERY RENTED CAR IN THIS TOWN HAS AN "O" ON THE LICENSE PLATE!

H-HOW COULD HE?



FOR ONE TREMULOUS MOMENT,
I RELЕНTED--WANTED TO TELL
HIM IT DIDN'T MATTER! BUT--

YOU KNEW
WHAT I WAS
UP TO--AND
STILL YOU--
LIKED
ME?

SURE--YOU'RE
THE KIND OF
SUCKER WHO
HAS TO LEARN
THE HARD
WAY!

--WE WOULD HAVE TO
SAY THE WRONG THING!

...AND
SO ARE
YOU!

SLAP!

I DIDN'T SLEEP MUCH THAT NIGHT--
AND WAS LATE FOR WORK NEXT DAY!

PST--DORA--ON YOUR
TOES! C.A. LOGAN,
THE BIG REAL ESTATE
OWNER, IS IN THE
OFFICE!

MISS DENHAM--
BRING YOUR PAD
IN, PLEASE!

HM--C.A. LOGAN'S
ONE OF THE RICHEST
BACHELORS IN TOWN!
THIS MAY BE MY
BIG CHANCE!

HANS, YOU GUessed WHO C.A. LOGAN WAS?--
WELL, I DIDN'T--UNTIL I SAW HIM!

C.A.
LOGAN
"CAL!"

MY CLIENT'S OFFER
IS HALF A MILLION
FOR THE
CARLTON IT'S A
ARMS!
PROFIT--
I'LL TAKE
IT!



I TOOK NOTES BLINDLY--NOT CARING WHAT I
WROTE--AND WHEN IT WAS ALL OVER...

I HEAR YOU'RE
LOOKING FOR A
RICH HUSBAND!
WILL I DO?

YOU WERE LAUGHING AT
ME ALL THE TIME!
YOU'RE LAUGHING
NOW!

WELL--
LAUGH
THAT
OFF!

MISS DENHAM!
YOU'RE FIRED!





A FEW DAYS LATER CAME A BOMBSHELL!



THEN-- HE DOES LOVE ME!-- SO MUCH THAT-- HE'D RATHER HAVE ME THAN WEALTH! OH, WHAT A FOOL I'VE BEEN!

Had to know how long it took me to reach the Carlton Arms? -- just a hundred heartbeats! -- I counted 'em!

OH, DARLING-- NOW I WELL, THEN I KNOW THAT MONEY CAN'T BUY LOVE-- SO I'M GIVING YOU MINE!

-- GIVE, SWEET-HEART-- AND YE SHALL RECEIVE!

A FEW BLOCKS AWAY...

WHO DID YOU SAY C.A. LOGAN GAVE HIS FORTUNE TO?

WHY-- TO MRS. C.A. LOGAN!



WE-- WE'LL BE SO HAPPY, DARLING-- EVEN THOUGH YOU ARE POOR!

WE SURE WILL, HONEY-- EVEN THOUGH I DON'T HAVE A CENT TO MY NAME!



"O.A.O!"

THOSE THREE LITTLE letters, "O.A.O.", stood for "one and only", as Patty Hilton knew so well! She knew it because only the night before, at the Junior dance, Bob Banks had led her to the edge of the dance floor, where they would have more privacy, and had whispered, "Patty, will you be my O.A.O.? I mean... you know..."

"Gosh, Bob, I... I'd love to!" Patty had blurted, and then she'd turned almost as pink as the corsage of sweetheart roses at her waist. Imagine, admitting right off that you liked a boy that much!

But Bob had seemed to find nothing wrong in her quick confession. He'd been delighted, in fact. "Wow! Now you're my steady date and I don't have to worry about asking you any more. You've sure been on my mind, Patty, even during math class!"

On thinking the matter over the next day, Patty was thrilled. Bob was coming over that very afternoon for a game of ping-pong in the basement and then... over to The Honey Bun for malts! It was awfully nice to have your own O.A.O., especially when he happened to be Bob Banks!

"That's sure a mean serve you have," Bob complimented Patty after their round of ping-pong, when they had taken a table for two at The Honey Bun. "Couple of malts, Joe!"

"Well, well, well, will you look at who's twosoming!" The speaker was Jimmy Crandall, who'd been in Patty's class for ages, but who had never seemed to know she was on earth. Now, he was definitely interested. "Mind if I join you, kids?"

Patty felt suddenly very fluttery and attractive. Mmmmm... first Bob, and now Jimmy! She wished she was wearing her blue sweater and her little string of pearls.

"Hey, you're cute-looking, Patty!" Jimmy was saying as though he'd made a

new discovery. "How come we've never gotten together?"

From a table in the rear, someone called to Bob, who excused himself, leaving Patty alone with Jimmy. "Don't listen to that wolf!" he warned jestingly as he left.

But Patty was listening! "I'm surprised at you, chick!" Jimmy said. "What are you wasting time with a guy like him for?" He motioned in the direction of Bob's back. "Everybody knows he's a grind! He even studies for exams! And, boy, the way he takes that delivery job of his, so seriously! Honestly, it's a laugh!"

The fluttery side of Patty became even more so, as she found herself agreeing with Jimmy. She said nothing, but as she listened, she thought, "Bob is sort of quiet, I guess! Jimmy's much... much... much more... exciting!"

"Think it over, sweetmeat. I've gotta go! Besides, Bob's coming back and who wants to talk to him?"

Patty was strangely quiet as Bob took his seat again. "Hi! I'm back!" he announced. "Or didn't you even know I was gone?"

Was this the time to tell Bob that she'd thought things over and decided in favor of another O.A.O.? Patty opened her mouth to speak, but Bob, offering her a cookie, interrupted. Instead of saying what she had meant to, Patty asked, "Bob, what do you think of Jimmy?"

"Him?" Bob looked thoughtful. "I guess he's all right. Why?"

Suddenly, Patty felt happier than she'd felt all afternoon. Bob had answered her, told her all she wanted to know! For Jimmy had been cruelly critical, making fun of Bob in his absence, while Bob was too nice to do the same!

"Never mind," she smiled. "it's not important! I just wondered whether he'd ever find his O.A.O., and... I don't think he will!"

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What Would He Say About You?

IT TAKES TWO
TO MAKE A
DATE AND TWO
TO MAKE A
ROMANCE
SO DON'T BE
TOO SURE
THERE'S ONLY
ONE SIDE
TO A LOVE
STORY!

HERE'S A FAMILIAR AFTER-DATE SESSION... NICE? HE WAS
IM-POSSIBLE! I'LL NEVER DATE
HIM AGAIN!

DID YOU HAVE A GOOD TIME LAST
NIGHT, ELLIE? WAS HE NICE?



HONESTLY, FOR A NICE-LOOKING GUY, HE
SURE IS BORING! HE HARDLY SAID A
WORD ALL EVENING! FURTHERMORE, I
THINK HE'S STINGY... AND IF THERE'S
ANYTHING I CAN'T STAND.

NOW, LET'S SEE JUST WHAT DID HAPPEN THE NIGHT
BEFORE...

SO I TOLD MY BOSS THAT IF HE
WANTED ME TO TAKE HIS
LETTERS, SIT AT THE
SWITCHBOARD, FILE THE
CORRESPONDENCE AND
WRITE ORDERS, HE
WAS PLAIN MISTAKEN!
AFTER ALL, I TOLD
HIM... ETC. ETC.



ELLIE STOPPED TALKING ONLY
LONG ENOUGH TO LOOK

NOW THAT'S THE
KIND OF JEWELRY
A GIRL COULD
REALLY
GO FOR!

SORT OF
EXPENSIVE,
WOULDN'T YOU
THINK?



YOU WOULDN'T
EXPECT A
MAN TO BE
CHATTERING AWAY
ABOUT HIS
DATE AS
YOU ARE,
ELLIE! BUT
SUPPOSE
HE DID?
WHAT
WOULD
HE SAY
ABOUT
YOU?

HE MIGHT BE SAYING

AND TALK! SHE DIDN'T GIVE ME
A CHANCE TO SAY A WORD!
WHAT'S MORE, I THINK SHE'S
OUT FOR GOLD. SHE WALKED
ME RIGHT UP TO A JEWELRY
STORE AND...



WHO DOESN'T WANT TO BE SEEN BY WHOM AGAIN? IT'S TOO
BAD ELLIE'S STORY IS SO ONE-SIDED! BY OVERLOOKING
HERSELF... SHE MAY BE
OVERLOOKING ROMANCE!

THE
END

SIN THEIR DESPERATE LONELINESS, GIRLS ALL TOO OFTEN FORGET THAT THE MALES ARE ALSO WRESTLING WITH THE TRICKY PROBLEM OF HOW TO MEET A MATE!

HOW IN THE WORLD CAN I MEET MEN IN A RESPECTABLE WAY?

HOW IN BLAZES DO I GO ABOUT MEETING A NICE GIRL?

Lonely
FOR LOVE?



ONCE YOU REALIZE THAT MOST MEN ARE AS INTERESTED IN MARRIAGE AS YOU ARE, YOU WON'T BE CONTENT TO STAY IN YOUR SHELL...NO MATTER HOW PLEASANT YOUR DAY-DREAMS OF ROMANCE ARE!



INSTEAD, YOU'LL MAKE YOURSELF AVAILABLE FOR ROMANCE...BY GOING TO THE PLACES WHERE YOU'LL MEET MEN!



NIGHT CLASSES ARE EXCELLENT STAMPING-GROUNDS FOR CUPID...PROVIDING YOU CHOOSE COURSES IN WHICH FEW WOMEN ARE ENROLLED! DON'T BE AFRAID THAT YOU AREN'T SMART ENOUGH...BECAUSE THE AVERAGE MALE WILL BE DELIGHTED TO HELP YOU! IN FACT, YOUR VERY HELPLESSNESS WILL PROBABLY BE APPEALING TO HIM!



OR YOU MIGHT JOIN AN ART COURSE, EVEN THOUGH YOU DON'T THINK YOU HAVE AN OUNCE OF TALENT? IN THESE DAYS OF SURREALISTIC ART, A LACK OF TALENT MIGHT EVEN BE A HELP!



JUST MOVED INTO A NEW COMMUNITY? A CHURCH MAY BE THE BEST PLACE TO MEET THE MAN YOU'RE DESTINED TO MARRY--OR AT LEAST, HIS PARENTS!

WE'RE SO GLAD TO KNOW YOU, MY DEAR! YOU MUST COME AND VISIT US NEXT WEEKEND--OUR SON, ROBERT, WILL BE HOME FROM COLLEGE!



YES, YOU CAN NEVER TELL WHERE ACQUAINTANCESHIPS WILL LEAD--IF YOU KEEP YOURSELF CONSTANTLY AVAILABLE FOR ROMANCE!



SIMILARLY, HERE'S ANOTHER HINT: MAKE IT A POINT TO CULTIVATE THE FRIENDSHIP OF GIRLS WHO HAVE BROTHERS!



SOONER OR LATER YOU'LL MEET UP WITH THAT BROTHER--AND HE MAY BE MR. RIGHT!



WHEREVER YOU LIVE IN A LARGE CITY OR A SMALL TOWN, THERE ARE BOUND TO BE ORGANIZATIONS RANGING FROM ASTROLOGY SOCIETIES TO CYCLING AND HIKING CLUBS--WHICH USUALLY HAVE A PREDOMINANCE OF MALE MEMBERS--AND THEREFORE A MINIMUM OF FEMININE COMPETITION! WHAT ARE YOU WAITING FOR?



YES, IF YOU MAKE YOURSELF AVAILABLE FOR AMOUR IN THESE WAYS, THE CHANCES ARE YOU'LL SOON BE HAVING A HAPPY HONEYMOON WITH THE LOVE OF YOUR LIFE!

2 LONGED FOR SECURITY AS WELL AS A SWEETHEART, FOR A FORTUNE AS WELL AS A FAMILY—
FOR I THOUGHT THE ROAD TO HAPPINESS WAS PAVED WITH GOLD INSTEAD OF LOVE! AND
IT WAS ALMOST TOO LATE BEFORE I LEARNED THAT THE GREATEST RICHES OF ALL WERE THE

Riches of Romance



WHO CAN KNOW THE ANGUISH OF A CHILD REJECTED
BY HER PLAYMATE? WHO BUT THE CHILD HERSELF
CAN FEEL THE PAIN AND WRETCHEDNESS OF NOT
BELONGING? I, RITA SLOANE, LEARNED IT ALL...



ALTHOUGH THE OPEN TAUNTS SUBSIDED AS I
GREW OLDER, I BEGAN TO EXPERIENCE AN EVEN
WORSE FORM OF SOCIAL OSTRACISM—A CONSTANT
GAUNTLET OF MALICIOUS WHISPERS...



YES, ALL THROUGH HIGH SCHOOL, DECENT BOYS SHUNNED ME, AFRAID OF RUINING THEIR REPUTATIONS BY BEING SEEN WITH ME—WHILE THE NOT-SO-DECENT BOYS ACCOSTED ME EVERY CHANCE THEY COULD!



I ALWAYS MANAGED TO ESCAPE FROM SITUATIONS LIKE THAT—BUT THE SCARS THEY LEFT ON MY PRIDE AND SELF-ESTEEM BURNED DEEP!

WHAT CRIME HAVE I COMMITTED TO BE TREATED LIKE THIS? IT... IT'S ALL DAD'S FAULT THAT I'M REGARDED THAT WAY: HE'S MY FATHER, AND I HAVE TO LOVE HIM—BUT WHY COULDN'T HE BE DIFFERENT?

RITA, HONEY—
WHAT'S WRONG?
WHY ARE YOU
CRYING?







THE DAYS SPED BY — ENRICHED BY INNUMERABLE PREPARATIONS FOR THE BIGGEST EVENT OF MY LIFE — MY WEDDING! AND WHEN THE FATEFUL AFTERNOON FINALLY ARRIVED...



AGHAST, I WAS UNABLE TO BELIEVE MY EARS — BUT ONE LOOK AT MY FATHER'S FACE TOLD ME THE AWFUL TRUTH!



I PHONED KEITH AND TEARFULLY CONFESSED THE AWFUL NEWS! I HAD ANTICIPATED WORDS OF LOVE AND COMFORT — BUT ALL I HEARD WAS THE SOUND OF MY WHOLE WORLD CRASHING ABOUT MY HEAD!



SOMEHOW, I MANAGED TO RECOVER FROM THE WRECKAGE OF MY WORLD AND DREAMS! AND WHEN THE RACETRACK AUDITORS FINISHED THEIR BUSINESS, ALL I HAD LEFT WAS THE BOAT--THEY COULDN'T TAKE THAT BECAUSE IT HADN'T BEEN BOUGHT WITH THE STOLEN MONEY, AND BECAUSE IT WAS REGISTERED IN MY NAME!



BUT THE MARKET FOR YACHTS WAS LIMITED! I BEGAN TO HAVE VISIONS OF GRANING AT THE ROPES TO KEEP FROM STARVING -- WHEN ANOTHER VISION HOVE INTO VIEW!



I'M MONTE LARSON! I CAN'T AFFORD TO BUY THE BOAT -- BUT I HAVE A PROPOSITION! YOU SEE, I'M ON THE TRAIL OF SUNKEN PIRATE TREASURE OFF ONE OF THE FLORIDA KEYS -- I'LL PAY YOU A PERCENTAGE OF THE TREASURE IF AND WHEN I FIND IT FOR THE USE OF YOUR BOAT.



I'M SORRY -- I NEED MONEY NOW! I BARELY HAVE ENOUGH FOR MY NEXT MEAL -- SO OBVIOUSLY I CAN'T ACCEPT YOUR OFFER!



I KNEW I SHOULDN'T ACCEPT -- BUT AFTER ALL, WHAT DID I HAVE TO LOSE? -- IMAGINE, THEN, MY SHOCK WHEN HE LED ME TO --



BUT WHEN I SAW HOW HE LIVED, I KNEW I WAS RIGHT ABOUT HIM -- HE WAS THE TYPE NO GIRL COULD EVER FIND SECURITY WITH. BUT HE INTERESTED ME -- STRANGELY -- AND I FOUND MYSELF DRAWN TO HIM AGAINST MY WILL AS HE TOLD ME ABOUT HIMSELF!





I DON'T KNOW WHETHER IT WAS THE BREATHTAKING SUNSET, OR THE THRILLING TOUCH OF HIS HAND AGAINST MINE THAT EVENING -- BUT NEVER HAD I FELT SO UTTERLY HELPLESS WITH A MAN -- SO COMPLETELY BEWITCHED!



I HAD MY WISH -- AND NEVER HAD I DREAMED SUCH RAPTUROUS ECSTASY COULD EXIST! WILDLY, I RETURNED HIS KISSES, NEVER WANTING TO LEAVE THE ARDENT EMBRACE OF HIS STRONG ARMS!



BUT WHERE, MY ACHING HEART ASKED, WHERE WAS THIS NEWFOUND BLISS LEADING TO? EVEN IF HE DID LOVE ME ENOUGH FOR MARRIAGE, ALL I COULD EVER EXPECT WITH HIM WAS THE SOUL-RACHING EXISTENCE OF ENDLESS INSECURITY -- AND I HAD HAD ENOUGH OF THAT KIND OF LIFE! THEN, FIGHTING MYSELF --



NO, MONTE... IT WOULD NEVER WORK -- NOT UNLESS YOU GIVE UP THESE CHILDISH DREAMS OF FINDING PIRATE GOLD! I NEED SECURITY AS WELL AS LOVE -- A DECENT HOME TO RAISE A FAMILY IN -- AND YOU'LL NEVER SETTLE DOWN!



WE PARTED ANGRILY-- BUT WHEN MONTE DIDN'T CALL THE NEXT DAY, I FOUND MYSELF ACHING WITH LONELINESS FOR HIM: I KNEW I HAD TO SEE HIM AGAIN -- SO I SOUGHT HIM OUT!



AND SO OFF WE WENT -- WITH MY GLUM SPIRITS IN SHARP CONTRAST TO MONTE'S JUBILANCE!



EMERGENCY WAS SCARCELY THE WORD FOR THE SITUATION THAT AROSE TEN MINUTES LATER!



IN THAT BRIEF MOMENT OF MONTE'S DEADLY DANGER, I KNEW THE FULL EXTENT OF MY LOVE FOR HIM -- KNEW THAT I COULDN'T LIVE WITHOUT HIM! BUT WHEN I YANKED AT THE LINE...



INSTANTLY, I KNEW THERE WAS ONLY ONE THING TO DO -- AND WITH MY LOVE FOR MONTE OVERCOMING MY PRIDE, I DID IT!



FINALLY, AT OUR DESTINATION OFF THE TORTUGAS...



OH--
HELP!





Then, as I saw the other shark viciously attack the wounded one, I knew that we were saved!



BACK SAFELY ON DECK ONCE MORE, I KNEW THE WELLING HAPPINESS THAT CAME WITH TRUTH...

OH, DARLING, DARLING -- SEEING YOU IN DANGER TAUGHT ME HOW MUCH I REALLY LOVED YOU, HOW MUCH I NEED YOU! I'LL MARRY YOU IF YOU WANT ME TO -- I'LL EVEN FOLLOW YOU TO THE ENDS OF THE EARTH JUST TO BE NEAR YOU!

YOU WON'T HAVE TO, SWEET-HEART! THIS IS THE LAST OF THE FORTUNE-HUNTING TRIPS -- BECAUSE I HIT THE JACKPOT DOWN THERE!



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Front View

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